

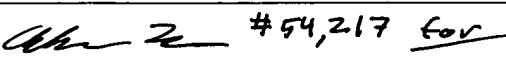


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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	09/852,229
		Filing Date	May 8, 2001
		First Named Inventor	Michael CRISTOFALO
		Art Unit	2623
		Examiner Name	H. V. Tran
Total Number of Pages in This Submission	4	Attorney Docket Number	559442003900

ENCLOSURES (Check all that apply)		
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Firm Name	MORRISON & FOERSTER LLP		
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Date	June 19, 2006	Reg. No.	45,640



Docket No.: 559442003900
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Michael CRISTOFALO et al.

Application No.: 09/852,229

Confirmation No.: 4955

Filed: May 8, 2001

Art Unit: 2623

For: TECHNIQUE FOR OPTIMIZING THE
DELIVERY OF ADVERTISEMENTS AND
OTHER PROGRAMMING SEGMENTS BY
MAKING BANDWIDTH TRADEOFFS

Examiner: H. V. Tran

RESPONSE UNDER 37 CFR 1.116

MS AF
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Sir:

INTRODUCTORY COMMENTS

In response to the final Office Action dated April 19, 2006, please reconsider this application in view of the following remarks.

REMARKS

Claims 1-7, 9-75, and 77-80 stand rejected under 35 USC 103(a) as being unpatentable over Boucher in view of Boylan. This rejection is respectfully traversed.

As previously described, this application claims methods and systems for increasing the quantity of differentiable programming content in a digital programming stream. This is accomplished by substituting a plurality of digital programming components, such as graphical and